

Shuaichu(Cora) Chen

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EDUCATION

Vanderbilt University

Nashville, TN

- **Majors:** Political Science, Computer Science | **Minors:** Data Science, Cognitive Studies
- **GPA:** 3.98/4.00 (Dean's List 4/4 semesters)
- **Relevant Coursework:** Discrete Structures, Operations Management, Digital Systems, Program Design and Data Structures, Full Stack Website Development (ongoing)

Expected May 2024

PROFESSIONAL EXPERIENCE

CoreCommerce

Nashville, TN

Product Management Intern

May 2022 – August 2022

- Produced a 20 page competitive analysis on 5+ e-commerce platform providers and solidified future product features and design
- Conducted market research and proposed to the CTO to pivot to headless e-commerce (front-end decoupled from back-end) to improve stability of platform and cut down development timeline by 1/3
- Spearheaded user experience research on checkout process and implemented feature update by adding one-page checkout option
- Created 5+ high-fidelity UI mockups for the product creation workflow, coupon system, super admin, and user dashboard

X Academy (Technology & Innovation Education Start-up)

Remote

Program Management Intern

November 2020 – Present

- Coordinated and led 2 hackathons, supported 600+ participants across 5 tracks in delivering MVPs, and mentored 4 teams
- Readjusted program positioning, launched new courses based on 100+ student surveys and increased annual revenue by 30%
- Directed recruitment effort and attracted 5+ PhD mentors and 100+ applicants to the program, driving application up 50%
- Organized and marketed an online linguistics workshop that attracted over 400 audiences and 70+ increase in subscribers

Study.Wiki (Student Start-up Project, Productivity Tool for Better Personal Note Management)

Remote

Co-Founder

January 2022 – June 2022

- Pitched the Dewey (knowledge classification) Model that enabled the team to cut down the development timeline by 20%
- Developed new note-taking & task management model by conducting research and competitive analysis on 5+ products
- Created high-fidelity UI mockups for the main user path and redesigned the layout of the information representation system

Etesian Consulting

Shanghai, China

Strategy Intern

May 2021 – June 2021

Meituan (#1 Food-delivery App in China)

- Identified key user persona and painpoints by conducting 100+ customer survey, field study, and interviews with focus groups
- Identified opportunity and formulated Meituan's strategy to expand market share in fresh produce market in second tier cities

LEADERSHIP EXPERIENCE

Product Space@Vandy

Nashville, TN

Director of Community

April 2021 – Present

- Organized tech-talks such as *PM 101*, *Virtual Insight Series*, *Swipe to Unlock Speaker Series* and attracted an audience of 80+
- Ran a marketing campaign for the fellowship program and received over 50+ applications (100% increase compared to 2021)
- Organized the first weekly community night series, helped and mentored 2 students during weekly sessions

VUCSSA(Vanderbilt University Chinese Student Scholar Association)

Nashville, TN

Operations Chair

August 2021 – April 2022

- Planned and organized the in-person freshman meet-and-greet event for the 2021 school year and attracted over 100 attendees
- Coordinated 5 community events including CSSA Basketball Match, Casino Night, and Valentines' Day Activity
- Increased community engagement around 40% and achieved unprecedented turnout engaging 200+ Chinese students

SKILLS & INTERESTS

Skills: JavaScript, HTML, CSS, Java, C++, R, MySQL, Python, Figma, Sketch, DaVinci Resolve

Interests: Rock Climbing, Surfing, Surf-skating, Video Editing, Interior Design, Music, Photography

Languages: Korean, Mandarin Chinese